

**San Luis Obispo County
Tourism Business Improvement District Advisory Board
(CBID)**

Board Meeting Minutes

March 22, 2017

12:30 p.m.

Cambria Pines Lodge
2905 Burton Drive
Cambria, CA 93428

DRAFT UNTIL APPROVED

SLO CBID Members Present:

Board: Laila Kollmann, Lori Keller, Matt Masia, Shirley Lyon, John King, Mike Hanchett;
Bram Winter

County Liaison: CAO Cheryl Cuming

Absent: Nikki Schmidt

Guests: CMT: John Sorgenfrei, Bill Stansfield, Mark Elterman

Call to Order

by Chair Laila Kollmann at 12:33 p.m.

Public Comment

None

Administrative Items

- Roll Call

Laila Kollmann, John King, Mike Hanchett, Shirley Lyon, Lori Keller, Bram Winter and Matt
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Masia present.

- Chairperson Report

None

- Consent Agenda

A motion was made by Mike Hanchett, seconded by Shirley Lyon to approve the February 22 minutes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board.

- Financials

CAO Cuming reviewed the reconciliation report and a n overview of financials with \$140,618 in contingency.

- Administrator’s Report, Marketing Committee Report and Partner Update

CAO Cuming reviewed the Coastal Discovery & Stewardship outcomes as well as takeaways from the Outlook Forum. The MSC report was included in the board packet. CAO Cuming also reviewed the SLO CAL marketing retreat results.

- Upcoming Events

Next board meetings will be April 27, May 24 and June 28.

SLO CAL Tourism Exchange May 11.

ROI consent on April 18, with ROF hearing on May 23.

Action Items

Response to Cambrian opinion letter: Chair Kollmann asked the board to review and bring thoughts to the April meeting. CAO Cuming will email reminder.

Local Fund and Matching Fund Applications

Chair Kollmann provided details from the Cambria Tourism Board and CAO Cuming provided details from the San Simeon Tourism Alliance meeting.

Cambria & San Simeon American Legion July 4th Fireworks:

Laila Kollmann asked that next year’s funding request tie directly to heads in beds and noted that the Highway 1 closure is a concern; she also noted a decline in occupancy rates when the fireworks are cancelled. Mike Hanchett asked about annual fundraising for the American Legion and John King asked about the lodging connection.

A motion was made by Matt Masia , and seconded by Bram Winter , to approve \$8,500 for

Cambria and \$6,000 for San Simeon. Matt noted that the new application form will help clarify these types of funding requests in the future and Mike commented that the American Legion needs to pursue other funding sources. With no further discussion, the motion was approved by a unanimous voice vote of the advisory board.

Cambria & San Simeon Scarecrow Festival:

A motion was made by Mike Hanchett , and seconded by Laila Kollmann , to approve \$15,000 for Cambria and \$4,750 for San Simeon. Matt Masia noted that the organizers asked for \$20,000 and Cambria had anticipated \$10,000 so they agreed to meet in the middle. Organizers have been encouraged to find alternate funding sources in the future. With no further discussion, the motion was approved by a unanimous voice vote of the advisory board.

Avila Beach SLO Ultra at Wild Cherry Canyon:

John King asked about the event moving to another weekend. Mike Hanchett asked about the branding evolution and John Sorgenfrei spoke to the "Pick your Perfect Paradise" brand, as well as interest in creating packages.

A motion was made by John King , and seconded by Lori Keller , to approve \$12,500. With no further discussion, the motion was approved by a unanimous voice vote of the advisory board.

Avila Beach RaceSLO GranFondo:

A motion was made by John King , and seconded by Shirley Lyon , to approve \$22,500. With no further discussion, the motion was approved by a unanimous voice vote of the advisory board.

Avila Beach Bubblyfest:

Mike Hanchett asked Lori Keller for her insights and she has heard that it does make the weekend busier, and contribute to our 'heads in beds' mission.

A motion was made by Lori Keller , and seconded by Shirley Lyon , to approve \$9,000. With no further discussion, the motion was approved by a unanimous voice vote of the advisory board.

Cayucos Eroica CA 2017:

John King asked about international visitors and CAO Cuming confirmed almost 90% are from out of country.

A motion was made by Shirley Lyon , and seconded by Matt Masia , to approve \$4,999. With no further discussion, the motion was approved by a unanimous voice vote of the advisory board.

Presentation and Feedback - 2020: Bringing the Unincorporated CBID Strategic Plan into Focus

Chair Laila Kollmann provided an introduction and each board member introduced themselves. CAO Cuming provided background of strategic organization planning and process. She encouraged feedback and noted that the document being presented will continue to evolve.

Matthew Landkamer, Coraggio Group, provided an overview and presented the draft plan to the group. Main objectives included strategic clarity framework; CBID draft vision, mission and values; reputation; position; strategic imperatives; objectives and initiatives.

Attendees: John Sorgenfrei, Bill Stansfield, Mark Elterman (CMT); Becky Evans, Cambria Pines Lodge; Jamie Wallace, VLOB and Cal Poly; Melissa Kurry, VLOB and VAC; Cheryl Rowe and Linda Sanpei, Parker Sanpei PR; Toni LeGras, Beachside Rentals; Marna Lombardi, Oceano/Nipomo; Greg Pacheco, Cambria Inns Collection; Jim Bahringer, Fog's End; Christopher King, Avila Village Inn and ABTA; Gary Setting, Sea Pines and VLOB; Steve Vinson, Los Osos Chamber and VLOB

Future Agenda Items

Support of areas affected by Highway 1 closure (in partnership with SLO CAL)
2017-2018 organizational and marketing priorities and deliverables discussion (April)
BlendFest recap (April)
Board succession
Decreasing duplication of effort: SLO CAL presentation

Closing Comments

None

Adjournment

The meeting was adjourned at 3:15 p.m.